SonicCONNECT

FALL 2005

SOA | INSIGHTS

ADDRESSING THE VALUE CHALLENGE: A NEW SOA MATURITY MODEL

Jon Bachman, Senior Director, Sonic Software

Service-oriented architecture (SOA) has created a paradigm shift in how business applications have been designed, developed, and implemented in the last ten years. In fact, Gartner, Inc., predicts (0.8 probability) that by 2008, "SOA will provide the basis for 80 percent of new development projects."[1] In today's environment in which IT organizations must link technology investments to corporate business value, SOA is emerging as a way to tame bottom-line expenses while extending IT resources.

MATURITY LEVELS

To better equip organizations with a framework to evaluate technical and business value, Sonic Software, along with partners Systinet, AmberPoint, and BearingPoint, has developed a new SOA Maturity Model. This new model provides a framework for discussion between IT and business users about the applicability and benefits of SOA in an organization across five levels of adoption maturity. The end goal is to use the SOA Maturity Model as a guidepost that assists IT leaders in visualizing a path to the successful advancement of the value of SOA for their organizations.

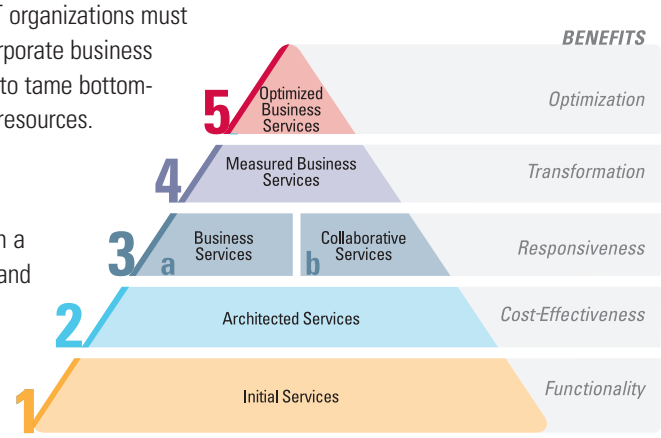

Figure 1: SOA Maturity Model levels with key business impact

Level One: Initial Services

The first level of the SOA Maturity Model consists of initial services, which represent initial SOA learning and adoption. Projects at this level are typically driven by a need for functionality with

(CONTINUED ON PAGE 7)

sonic SOFTWARE™

>> BANKING

BOTTOM LINE

Cole Taylor Bank deposits SOA flexibility to expedite customer services and gain account visibility.

>> GOVERNMENT

FIRST RESPONSE

District of Columbia's Technology Office uses SOA to coordinate multi-agency response to disasters and public safety threats.

>> FINANCIAL SERVICES

TICKER TAPE

Tullett Prebon trades 30 disparate systems for global integration that manages real-time trades.

IN BRIEF

SETTING THE STANDARD FOR WEB SERVICE MEDIATION

Apache Software Foundation is working on open-source industry standards to advance the adoption of Web service mediation and SOA. The open-source initiative—known as Synapse—is designed to provide a core building block for Web service infrastructure software, including enterprise service buses (ESBs), Web services brokers, and Web services management products. As the inventor and leading provider of the ESB, Sonic Software will bring the ESB service mediation concept to the Apache open-source community of developers and users.

"As one of the first open-source initiatives to develop an architectural model for Web services infrastructure, the Synapse project will be influential in driving the adoption of SOA principles among enterprise architects and developers," said Dave Chappell, vice president and chief technology evangelist for Sonic Software, and author of *Enterprise Service Bus* (O'Reilly Media, 2004). "As Apache AXIS has become the industry-standard Simple Object Access Protocol (SOAP) engine, Synapse will become the standard Web service mediation framework."

SOA ON THE MOVE

For the latest Sonic news, please visit: **sonicsoftware.com/news**

SONIC SOA SUITE TOPS REVIEWS IN *INFOWORLD* PRODUCT ROUNDUP

Sonic ESB® and Sonic SOA™ Suite were named "the most powerful, flexible, and scalable ESB" in a comprehensive ESB product roundup by *InfoWorld* magazine. Sonic Continuous Availability Architecture™ was also highlighted as a way companies can reduce reliance on costly hardware as a hedge against system failures. The special report appears in the July 25, 2005, issue of *InfoWorld* and is available online at www.infoworld.com.[1]

The *InfoWorld* report states that "an ESB must be able to improve access and control over application resources, streamline development, and ultimately reduce integration costs over the long term. Among the products reviewed here, Sonic's SOA Suite is best equipped to achieve these goals on an enterprise scale. Sonic SOA Suite may be the most well-rounded and mature ESB solution in the marketplace today."

[1] Borck, James R. "Enterprise service buses hit the road." *InfoWorld.* July 25, 2005.

ESB PIONEER INDUCTED INTO *INFOWORLD* "INNOVATOR HALL OF FAME"

Sports have one. Rock and roll has one. Now, even technologists have a hall of fame. Sonic Software Vice President of Engineering Bill Cullen was inducted into *InfoWorld* magazine's "Innovator Hall of Fame" and named to the magazine's list of 2005 Innovators. Cullen was recognized for his pioneering work on Sonic ESB, the world's first enterprise service bus, and the Sonic Continuous Availability Architecture™ (CAA), a software-based approach to providing high availability and guaranteed message delivery.

InfoWorld hails Cullen's Sonic Software accomplishments as advancing the movement of SOA and delivering a service-oriented approach to failover. Cullen was instrumental in leading the ESB movement and setting industry standards. Since that time, leading industry research firms, influential publications, industry competitors, and—most importantly—enterprise customers have validated Sonic's early vision, establishing ESB as the critical infrastructure for supporting enterprise SOA requirements. ■

PLAYING THE FIELD

Over the last year, Dave Chappell, Sonic vice president, chief technology evangelist, and author of Enterprise Service Bus *(O'Reilly Media, 2004), has literally traveled around the world discussing SOA and the role of ESBs with enterprise architects across many industries.*

Dave Chappell
Sonic Software Vice President

Q: What is the most common question you get from enterprise architects?

Architects I speak with are facing significant challenges in supporting enterprise requirements for availability, scalability, and distribution—they want to know how an ESB can help.

Of course, the answer is that an ESB can absolutely help them. The ESB was invented with the needs of large-scale enterprise deployments in mind. Its role is to connect, mediate, and control service interactions in a secure and reliable way across a highly distributed environment.

Q: What capabilities of an ESB are most important for enterprise deployments?

There are really four key areas of capability that we hear about from enterprise architects: agility, scalability, continuous availability, and global reach. Agility is really why businesses are so interested in SOA in the first place—it is the ability for IT to respond quickly to changing needs of the business. SOA creates business services that are available as components; the ESB is what architects can use to flexibly connect those components.

Scalability needs to happen at two levels. First is the classic concept of vertical scalability, essentially the ability to handle more traffic. Sonic has always been very strong at this level. The second and perhaps more important aspect of scalability for SOA is horizontal scalability. By this I mean the ability to incorporate a large number of end points—nodes—and efficiently configure, deploy, and manage them all. We have customers who manage over 1,000 connected end points with Sonic ESB.

The need for continuous availability is something of a given, but it is not easy for businesses to achieve. Beyond just backup and disaster recovery, continuous availability is about businesses having the ability to continue operating in case of a failure at the communications layer. The Sonic Continuous Availability Architecture is a big win here.

Finally, global reach—the ability to span across geographic, administrative, and security domains—is as much a political challenge as a technical one. An ESB enables the creation of multiple configuration, security, and process domains through a management console or API, and can be managed autonomously by distinct administrative domains. The ability to federate these core aspects of the architecture provides flexibility to deploy across different organizational boundaries. Security, for example, should be federated—unified as one entity—to permit multiple domains to interact easily once access to end points is granted.

Q: What do architects say about the learning curve for using ESB?

Because an ESB is built on open standards such as Web services, XML, Java, and Java Messaging Service (JMS), anyone with skills in these technologies can quickly learn to use an ESB. Training typically takes from one to three weeks, and the average time for a developer or administrator to become productive is an additional two weeks.

While not a steep learning curve, system architects need to reform their thinking to SOA/ESB terms and patterns. Typically, this takes two to four months, but can be accelerated through training and mentoring services.

Q: What about implementation time?

Implementation time is governed by the number of services and complexity of processes to be implemented. One of the key drivers for SOA adoption is the ability to reuse data assets, which in turn reduces time frames for subsequent projects. Additional factors affecting implementation time include developer skill sets and service granularity.

Most leading system integrators would estimate 90 days for a typical implementation with six to ten services. One of our customers using Sonic ESB was able to develop, test, and deploy 14 services in the same time frame.

Q: What is the biggest challenge for SOA adoption?

The technology to enable SOA is fairly well understood, even as the standards continue to mature. I hear from architects that articulating and measuring the business value of SOA is their highest priority. We council architects to take an incremental approach. Start with a project that encompasses just a few key processes and show the value to the business. In many cases, the real value comes in the second and third projects, when services can be reused and processes can be configured rather than coded. This is also where the SOA Maturity Model (see page 1) can help. Architects and IT managers can use the model to evaluate their SOA implementations and develop a shared vision for SOA between IT and the business. ■

[SUCCESS STORY] **BANKING**

BUSINESS PROFILE

Cole Taylor Bank is one of the largest independently owned banks in the United States, with 11 greater Chicago locations, nearly US$3 billion in assets, and a solid reputation for high-touch customer service.

www.coletaylor.com

CHALLENGE

Due to a rigid and complex data management environment, the bank was unable to optimize customer services.

SOLUTION

The bank needed a distributed infrastructure to standardize, connect, and scale IT systems.

WHY SONIC

Sonic ESB provides enterprise-wide infrastructure with robust routing, transformation, and scaling to enable rapid and flexible integration of data services.

BENEFIT

The bank simplified data management, automated account visibility, and expedited customer services, significantly improving efficiency of customer service and cash management functions.

DEPOSITING EFFICIENCY

Banking is a no-excuses business where dollars and data must be accurate, accessible, and optimized. And in a world that runs 24/7, it's no wonder that there is a growing need for real-time and expanded services. Cole Taylor Bank was performing a balancing act with expedited customer services and the outdated business processes trying to support them.

Because the bank's data was dispersed across internal and external systems, the ability to quickly assimilate customer data and gain account visibility was limited. Bankers were using custom applications, manual workflows, and non-integrated data to handle customer services.

"We wanted the ability to rapidly respond to customer requests, but needed to integrate our data in order to do that," says Manny Montejano, chief information officer for the bank.

BANKING ON INTEGRATION

To improve service response times and customer account visibility, Montejano would need to reconcile disparate systems and find a simpler way to manage data. The bank chose Sonic ESB to integrate data exchange, advance operational efficiency, and optimize all applications across its enterprise. "We had all sorts of incompatible formats, applications, and code. We saw how to unify and simplify by using Sonic ESB as the foundation," says Montejano. "That translates to a better, faster, more flexible way to respond to customer needs."

Sonic ESB was deployed at Cole Taylor Bank to promote robust enterprise connectivity. Using high-speed XML processing, Sonic ESB enabled once-incompatible systems to interoperate by sharing customer data and reduced the bank's reliance on external technical expertise for custom applications.

"Sonic is helping us implement a more intelligent integration strategy for managing the data vital to our business success so we can consistently deliver the banking solutions vital to our customers' success," says Montejano.

ADDING UP IMPROVEMENTS

Sonic ESB helped the bank quickly gain time and cost savings. Reassigning bank officers to customer accounts used to take hours, requiring manual changes to multiple systems. Because Sonic ESB helps the bank speed business processes, changes are now made once across all systems using a Web interface. New information is readily available in a matter of minutes.

The cash management operations department used to spend eight to ten hours per month exporting data to a spreadsheet and reviewing it line by line for possible trends, volume changes, or activity charges. Now the department is performing those operations in only 45 minutes.

SAVING WITH VISIBILITY

Visibility across customer accounts has improved significantly since deploying Sonic ESB. The bank's call center agents can answer customer inquiries more quickly by having centralized account visibility. The results are a reduction in time and manual steps and ultimately greater customer satisfaction.

Using Sonic ESB, the Cole Taylor IT team has greater insight and control of all systems across the enterprise. Bank staff now has up-to-date access to customer accounts. And customers are enjoying expedited services. The net results for Cole Taylor Bank are more efficient business operations and better services for customers—the bank's greatest asset. ■

SECURING THE NATION'S CAPITAL

The effectiveness of emergency operations centers (EOCs) and first responders can make all the difference between disaster management and disaster. This is why the District of Columbia's Office of the Chief Technology Officer (OCTO) is leading CapStat, one of America's first programs for multi-jurisdictional emergency response collaboration. CapStat allows emergency managers and responders to exchange vital information and coordinate responses, ensuring a more secure, effective, and managed system during critical operations and emergency situations.

THE CAPSTAT IMPACT

CapStat provides technological infrastructure to integrate public safety and emergency response data from the District of Columbia and surrounding jurisdictions in Virginia and Maryland. Each jurisdiction in the National Capital Region (NCR) has its own systems and formats, making the exchange of data problematic during urgent situations and complicating emergency response and resource coordination.

"The Sonic ESB is a key component that enables CapStat jurisdiction partners to publish and share real-time homeland security data and services."

Dan Thomas
Office of the Chief Technology Officer

CapStat is interoperable, meaning it solves the problem of incompatible or inconsistent technologies and data structures in different jurisdictions without requiring technology changes or adoption of a single common solution. CapStat instead allows an emergency manager to obtain and view data from another jurisdiction in his or her own familiar format.

To enable the broad integration of EOCs across the NCR, OCTO decided to implement an SOA.

BRINGING IT ALL TOGETHER

OCTO selected Sonic ESB as the foundation of its SOA. Sonic ESB enables the flexible connection of the various emergency management systems across the region, providing a conduit for the secure and effective movement of data between jurisdictional systems.

Sonic ESB also provides a federated architecture, allowing jurisdictions to share information without giving up local control of systems and data. Supporting the center's geographic information system (GIS) technology—which manages, analyzes, and displays geographic data—Sonic ESB teams with a powerful search engine to quickly correlate emergency response data across the region and alert officials of potential events of interest. Additionally, the system allows queries of jurisdiction databases to provide users with information based on location, time segment, or subject matter.

"Sonic ESB is a key component that enables CapStat jurisdiction partners to publish and share real-time homeland security data and services," say Dan Thomas at OCTO. "The ESB serves as an SOA backplane, delivering 'always on' asynchronous communications between distributed EOCs and an infrastructure for effectively managing disparate data types, including various XML schema types."

IMPACT ON THE HOMELAND

CapStat provides a model for how regional EOCs can significantly improve both emergency response and homeland security communications between EOCs and agencies at all levels of government. Being able to integrate and access critical information for emergency first responders is what CapStat is all about—and teaming with Sonic ESB is making that possible. ■

BUSINESS PROFILE

The District of Columbia is one of the National Capital Region (NCR) jurisdictions in the Washington, DC metropolitan area that operates an emergency operations center (EOC) to manage and coordinate multi-agency response to disasters and public safety threats.

www.dc.gov

CHALLENGE

EOCs within each jurisdiction of the NCR have incompatible technologies and data structures, with no common framework to interconnect the data necessary to analyze and manage emergencies across the region.

SOLUTION

The District of Columbia implemented a highly distributed and federated SOA that can link EOCs and correlate emergency response calls by type and location.

WHY SONIC

A secure, reliable Sonic SOA backbone with loosely coupled and federated architecture can help enable non-invasive integration across highly geographically distributed areas.

BENEFIT

The implementation helps improve and broaden interoperable data exchange between and among NCR jurisdictions and provides a model for homeland security "information conductivity."

[SUCCESS STORY] # FINANCIAL SERVICES

COLLINS STEWART TULLETT

BUSINESS PROFILE

Tullett Prebon, a division of Collins Stewart Tullett, is the world's second-largest inter-dealer brokerage firm, providing global financial services from its three main offices in London, New York, and Singapore.

www.cstplc.com

CHALLENGE

The brokerage firm was processing large trades and complex transactions—against real-time demands—with 30 disparate data systems and no integrated framework.

SOLUTION

Tullett Prebon chose a global SOA built on Sonic ESB and the Sonic SOA Suite.

WHY SONIC

Sonic ESB provides a flexible, high-performance transactional framework that can rapidly integrate, manage, and simplify data to meet global customer demands.

BENEFIT

Tullett Prebon now provides real-time data transactions and expanded services to its global customers.

TRADING COMPLEXITY

The inter-dealer broker (IDB) business can be summed up in two words: instant gratification. In recent years, investment bankers, brokers, and trading partners have placed intense pressure on IDBs to handle greater volumes and larger trades faster than ever before. An expectation for immediate trade confirmation has emerged as the industry norm. IDBs process thousands of complex global transactions to meet real-time demands long after market closing bells have rung.

"I think the whole trading industry will continue to evolve, and Sonic ESB has positioned us to evolve with it."

Damian Walton
Global Integration Manager

The latest echelon of industry demands placed strenuous requirements on brokerage firm Tullett Prebon. Recent acquisitions by the company brought more trading services and greater order volumes. Tullett Prebon was supporting hundreds of thousands of daily transactions with a combination of 30 disparate data capture and order management systems.

"Traders, brokers, and partners depend on our ability to deliver secure, reliable—and now ultra-fast—transactional services. If we don't do our job, they can't do theirs," says Damian Walton, global integration manager at Tullett Prebon. "The bottom line? We needed to implement an infrastructure to help us do our job better and faster."

BULLISH ON SONIC FLEXIBILITY

Walton chose Sonic ESB to meet the brokerage firm's needs for real-time processing, standardization, and centralized data management. Sonic ESB establishes a flexible and open framework to unite complex, distributed application environments across the enterprise.

"We can use one product to accomplish our data integration, transformation, and management issues," says Walton.

Sonic ESB was deployed to connect the firm's highly distributed IT environment, using high-speed XML protocols to supply a common, standard language that even disparate data systems can understand. Because downtime was not an option for Tullett Prebon, the Sonic Continuous Availability Architecture™ (CAA) helped secure failover in seconds and eliminate episodes of lost data and service interruption with horizontal scaling.

And because Sonic ESB is designed to configure and scale resources faster and without disruption, orders are rapidly processed and sent—even during high-volume periods of usage. As a result, Walton and company now enjoy nimble reuse of data assets.

BLUE-CHIP INTEGRATION

Tullett Prebon saved time and replacement costs with its new Sonic ESB infrastructure. Because Sonic ESB enables connectivity among formerly disparate systems, IT did not need to replace legacy equipment. Data is now easily managed from a central location, allowing IT to accelerate the delivery of information to customers. Sonic ESB simplifies data management and leverages existing systems with an advanced integration layer for messaging, data transformation, and intelligent routing. Complexity and sophistication are neatly tucked away in the middleware rather than at the user level.

"I think the whole trading industry will continue to evolve, and Sonic ESB has positioned us to evolve with it," projects Walton. "We now have the tools to make changes easily and reuse existing assets. Dexterity is essential, and Sonic ESB has given it to us." ■

SIERRA SYSTEMS

Founded: 1966

Headquarters: Vancouver, British Columbia, Canada, with 15 strategic locations in North America.

Expertise: With a focus on building integrated business solutions, Sierra Systems has developed a long-standing reputation as a trusted advisor to organizations in both public and private sectors.

Inside the partnership: As one of the newest Sonic Software certified partners, Sierra Systems began working with Sonic in early 2005 on a public-sector integration project. When Tarrant County, one of the fastest growing urban counties in Texas, needed to integrate mission-critical justice systems, Sierra was contacted to help solve the challenge.

Sierra Systems determined that an SOA would best handle the integration and provide an interoperable framework for connecting disparate systems. Sierra and the county arranged for several SOA providers to present proof-of-concept demonstrations for consideration. The presentations were held at a local auditorium, which soon filled with members of the Texas Conference of Urban Counties (CUC) who were interested in exploring similar projects.

"Sonic had been on my radar screen for awhile, so I was glad the Sonic team presented at this venue," says Joe Evans, Dallas-based vice president at Sierra. "While many vendors had integration platforms, Sonic's flexibility, robust features, and cohesive infrastructure stood out from the other vendors on stage."

Sonic ESB took center stage: Sonic Software was chosen to team with Sierra Systems to build the county's enterprise architecture. In three weeks, the team successfully built standardized interfaces, integrated justice systems, and introduced an innovative application that allowed long-running business processes to include human workflow intervention.

What's next: Sierra and Sonic are collaborating on multiple projects that span the public sector, healthcare, and financial services.

Why Sonic: Sonic has extensive experience in messaging, services, and standards-based systems integration. Sierra provides a strong background in traditional systems integration and applications development and management.

"Together, Sonic and Sierra are in a great position to help clients define and successfully execute a vision for SOA within their organizations," confirms Evans.

Contact Sierra Systems:
www.sierrasystems.com

Vancouver	604.688.1371
Dallas	972.556.2121

A NEW SOA MATURITY MODEL

(CONTINUED FROM PAGE 1)

application integration and a desire to develop an approach to SOA. In addition to initial research and development activities to test SOA technologies, new skills are learned and initial attempts at quantification of return on investment are created.

Level Two: Architected Services

At this level, standards are set for the technical governance of SOA implementation, typically under leadership of the architecture organization. The key business benefit of this level is a reduction in IT costs using SOA over older technologies and stand-alone projects. These benefits are evident in the heterogeneous environments typical of most enterprises.

Level Three: Business and Collaborative Services

The focus of this level is on the value of SOA for business responsiveness and the partnership between technology and business organizations. Two complementary paths help attain this goal: business services emphasize the improvement of internal business processes while collaborative services work toward improving the coordination of external partner processes.

Level Four: Measured Business Services

At this phase, SOA maturity emphasizes performance measurement, continuous feedback, and business impacts made by the processes implemented at level three. This level includes business activity monitoring to allow business users to transform the way their organizations respond to business events.

Level Five: Optimized Business Services

Here, the SOA Maturity Model adds automatic response to the measurements and displays of level four. The SOA mimics a nervous system for the enterprise, using vast connectivity and intelligence to automatically dispatch desired actions in response to business-level events. As a result, SOA optimizes business rules, processes, and goals.

MODEL VALUES

With so much emphasis on bottom lines, outsourcing, and cost cutting, the SOA Maturity Model provides an opportunity to also pay attention to the business enablement value of new technology. As organizations recognize, define, and further develop their SOA plans, the connections are strengthened between multi-year technology investments and strategic business value. And IT managers and decision makers gain a better way to assess and manage their technology assets. ■

[1] Hayward, S. "Positions 2005: Service-Oriented Architecture Adds Flexibility to Business Processes," Gartner, Inc. Feb. 2005.

EVENTS

Sonic Software is sponsoring, exhibiting, and speaking at several key industry events this autumn. For more details and additional events, please visit: ***sonicsoftware.com/news_events***

→ Management Forum: The Strategic Benefits of Accelerating SOA Deployment
September 20–Oct 13
Join analysts, *InfoWorld* editors, and technology leaders for informative, half-day management forums to discuss benefits of SOA adoption. For dates and locations, see: sonicsoftware.com/news_events/seminars

→ Architect Forum Tour: SOA Best Practices
September 28–October 12
Join Dave Chappell, Sonic's chief technology evangelist, who tours six European cities to lead discussions and demonstrations on SOA best practices. For dates and locations, see: sonicsoftware.com/news_events/seminars

→ Gartner Symposium ITxpo
Oct 17–20: Orlando, Florida
The focus of this year's event is "rapid results, faster ROI." Gain new insights on reducing IT complexity and more. Stop by the Sonic Software booth [#1634] at the expo.

→ EAI 2005
October 25–26: Milan, Italy
Hot topics include SOA, ESB, BPM, and business activity monitoring. Sonic Software will present a workshop on SOAs with ESB on October 25.

→ European Enterprise Architect Summit 2005
November 6–8: Barcelona, Spain
Learn about advancements in SOA, security, managing the IT line-of-business interface, and more. Dave Chappell has been invited to speak.

→ InfoWorld: SOA Executive Forum
November 7–8: New York City, New York
An interactive environment for senior decision makers to better understand the benefits and steps to building an SOA. Sonic Software is a platinum sponsor of this event.

→ TeleManagement World Forum
November 7–10: Dallas, Texas
Visit the Catalyst booth to learn how Sonic ESB is enabling end-to-end online support services integration.

→ SOA Forum 2005
November 22–23: Bad Homburg, Germany
Sonic Software customer Jens Langbein of Boehringer Ingelheim will report on his company's SOA implementation.

→ Butler Group Symposium: Business Process Management and Integration
November 23–24: London, England
A must for organizations faced with evaluating, selecting, and implementing BPM and integration solutions, including SOA. Sonic Software will present on November 23.

→ Gartner Application Integration and Web Services Summit 2005
December 5–7: Orlando, Florida
Separate hype from reality with real-world, practical applications of SOA. Stop by Sonic Software's booth to review product or the hospitality suite to relax and network.

ABOUT SONIC SOFTWARE

Sonic Software is the inventor and leading provider of the enterprise service bus (ESB), a new communication and integration infrastructure that supports the enterprise requirements of a service-oriented architecture (SOA). Sonic's technology delivers the scalability, security, continuous availability, and management capabilities necessary to connect, integrate, and control distributed, mission-critical business processes. Over 1,000 customers use Sonic products to achieve broad-scale interoperability of IT systems and the flexibility to adapt these systems to ever-changing business needs.

Sonic Software is an independent operating company of Progress Software Corporation (Nasdaq: PRGS), a US$360+ million global software industry leader. Headquartered in Bedford, Mass., Sonic Software can be reached on the Web at http://www.sonicsoftware.com or by phone at +1-781-999-7000 or 1-866-GET-SONIC.

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